

U.S. Rural electrification administration.
REA electric farm equipment show. The
system's part.

Reserve

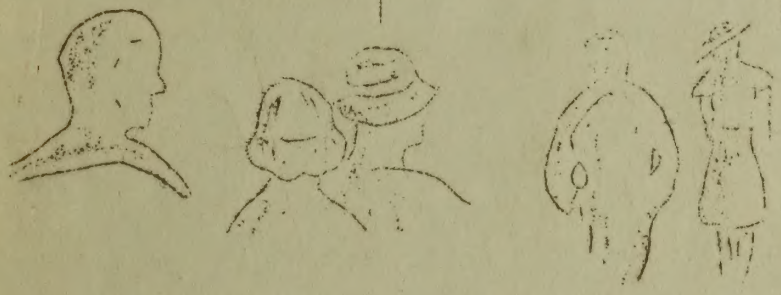
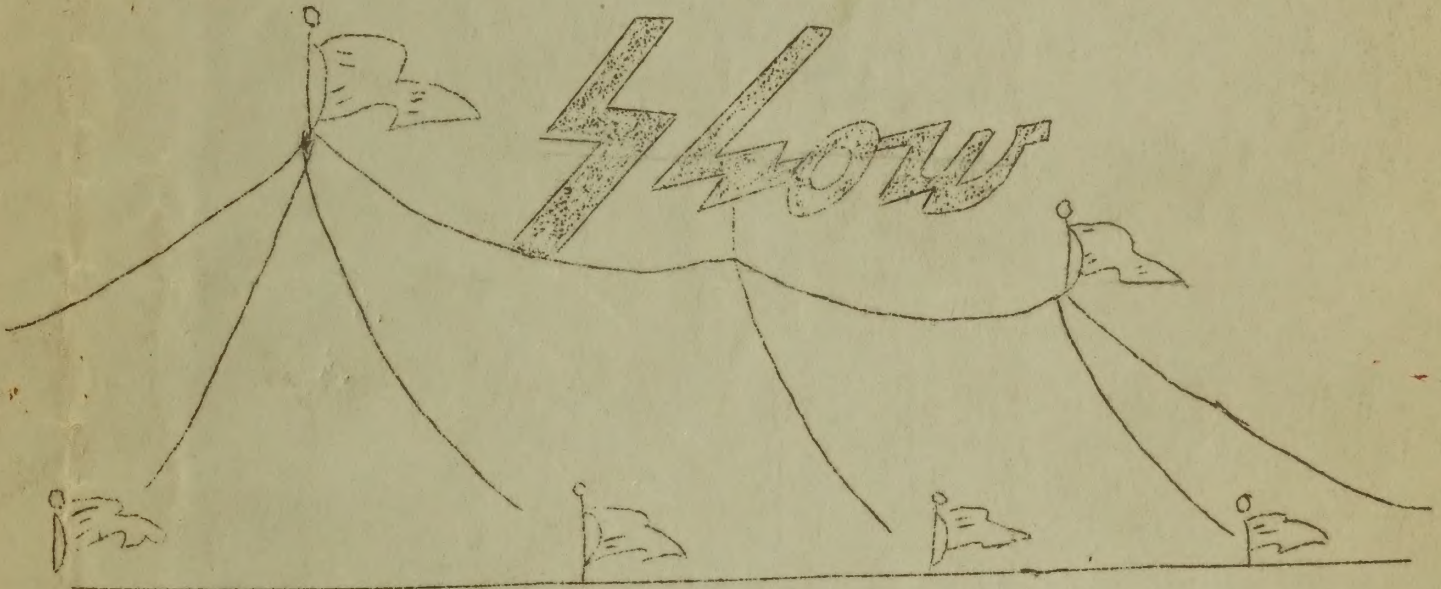
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Electric

FARM EQUIPMENT

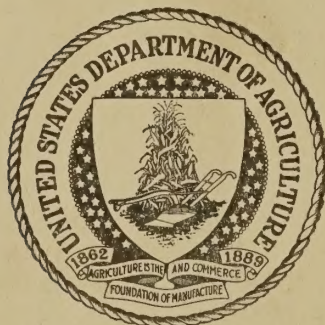
Show



THE

SYSTEM'S PART

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Dear System Manager:

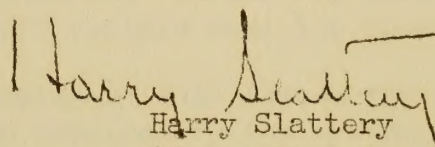
This handbook describes the REA Farm Electric Equipment Show, in which your system has been selected to participate during 1941.

We are proud of our Show. It started late in 1938 and was an instant success. In both 1939 and 1940 we had extended itineraries for it, covering twenty states in all. About a half-million people have attended its displays and demonstrations, and agricultural and civic agencies and groups, both Governmental and private, have cooperated in making its local appearances memorable events.

Briefly, this Show consists of working demonstrations of electricity at work in farm and home tasks, demonstrations that electricity can cut farm costs and raise farm income as well as bring convenience, safety and health. The Show itself travels on trucks and in trailers; when your members attend it they will find two huge, gaily decorated tents and a colorful midway. It will stay two days and two nights - and after it goes you will start using its visit as a milestone in your community's history.

The REA Farm Electric Equipment Show is a major and important undertaking. The benefits which it brings to an REA System - and to the whole community - keep growing for months after it leaves. I promise you that you will find it well worth the careful attention which we ask you to give it.

Sincerely yours,


Harry Slattery
Administrator

RECEIVED
JAN 10 1941

REA FARM ELECTRIC EQUIPMENT SHOW

THE SYSTEM'S PART

EVERYBODY COOPERATES

Everybody, managers, superintendents, office staff, Board of Directors or Trustees, members and friends can help make the REA Farm Electric Equipment Show a success -- first by attending the show and second, by encouraging others to do likewise.

The Board of Directors or Trustees, through a word-of-mouth campaign, can do much to increase the interest and attendance at the show. They can tell the members, friends and other farm organizations about the Show. They can influence the attendance of school groups and 4-H Clubs. They can use their trucks and cars to carry folks to the Show.

The superintendent or manager will find within this manual a complete outline of preparations for the Show. He should read it carefully.

The system personnel can talk to members when they visit the office, when they meet them along the lines, or at any other opportunity. They should keep posted on all phases of the Show and aid in preparation for it.

Members can spread news about the Show and invite their unserved friends to visit the exhibits and demonstrations with them.

WHAT IT COSTS

REA will approve an expenditure of 20 cents per meter on the Show. Meter count should be based on the count at the last billing date before the Show.

It is necessary for the Board of Directors to pass resolutions making available the following funds:

TEN CENTS per meter will be sent to the State Committee Chairman as the system's part of the Guarantee Fund. When necessary deductions have been made, the balance of the fund will be returned on the systems in proportion to their original deposits. This Guarantee Fund assures the Show that it will be able to pay its way through an area. Booth rentals make the Show largely self-supporting.

TEN CENTS per meter will be set aside by each system for use in an information program. It is retained by the system and is used to pay for printing, mailing, advertising, stationery, etc., designed to increase attendance at the Show.

AREA ORGANIZATION

AREA DIVISION

For purposes of establishing an adequate Guarantee Fund, the Show manager will set up areas covered by 10 to 15 Show Stops. This area may include stops in more than a single state.

STATE COMMITTEE CHAIRMAN

The Show manager will appoint a superintendent in the area to this position. The State Committee Chairman will write participating superintendents in his Show area 3 or 4 weeks in advance of the Show's arrival in the area. He will advise them of his appointment and ask that they send to him their 10-cents-per-meter Guarantee Fund.

From these funds he pays bills as approved and submitted by the Show management, and from them he pays any deficits incurred at any one or more Shows held within the area. Likewise, having first obtained the release of such funds from the Show management, he will divide any remaining funds pro rata to the participating systems on the basis of their advance deposits.

The State Committee Chairman, or an appointed assistant, may assist in arranging for the Group Purchase of such items as bumper cards, road markers, REA buttons, etc. REA is arranging to have bumper cards, road markers and windshield stickers printed for the entire show. These will be passed out by the advance publicity man. The cost of such items will not be deducted from the 10 cent Guarantee Fund, but each participating system will make payment from their own 10-cent information fund, on the basis of supplies purchased under the plan.

PARTICIPATING SYSTEMS

When distance permits, more than one system may take part in a single show stop. All systems so involved share in the responsibilities connected with the Show's success.

Each superintendent is responsible for approaching all the electrical dealers in the system's service area and for selling them exhibit space. He should clear all booth rentals with other participating superintendents at least weekly. The superintendents of a single stop should go as a group to any large shopping center and contact the dealers there.

The superintendents should work together in locating and preparing the Show site. Each should contribute such labor as can be spared during the preparation of the site. Employees regularly on the payroll are not considered an additional expense to the system when used in getting ready for the Show.

FEB 11 '46

THE SHOW SITE

LOCATION

The site should be as near the center of the area to be served by the show as possible. This is very important when more than one system is participating in a single Show. The site should be on an all-weather road, easily reached and well known. If possible, several tentative sites should be selected before the visit of the REA representative. He knows what is required and can offer helpful suggestions. When the site has been selected and permission obtained for its use, airmail a complete description, name of farm, highway number, distance from nearest town, etc., to REA in Washington.

REA power must be available. Under no circumstances will the tents be set up under a highline. Plan to have your feeder line for the Show come in at the rear, away from tents and midway. (See sketch on page 18.)

The site must be level (enough slope to drain) and well sodded over an area of 600 x 1,500 feet. Additional space for car parking may be necessary.

The site must NEVER be in a city park or fair ground. It must be at least 5 miles from any town of more than 250 families. This is a farm people's show.

PREPARATION OF THE SITE

At least one week in advance of the Show dates mow and rake all grass and weeds. Bridge roadside ditches strong enough to carry many heavy trucks and wide enough for two cars to pass. When the actual show site and parking lot are not together, one heavy bridge is enough to serve the show site. Two entrances to the parking lot will help move traffic more smoothly and avoid accidents.

A transformer and lights hung near the entrance and exit to the parking area will help night traffic. This same transformer may be used to light the show-site marker described on page 12. It should be put up as soon as the site is definite, and lighted every night until the Show leaves.

Poles should be set according to the plan on page 19, at least a week in advance so that they may settle.

The expense of preparing the site should be kept as low as possible. Plan every move toward this end. Where more than one system takes part in a single Show stop, each one should contribute some labor on the days the site is made ready. Do not endanger your service by putting all men on this job.

DEALER PARTICIPATION

THE EXHIBIT BOOTHS

The REA Farm Electric Equipment Show carries 2 large tents (50 by 100 feet); one of these is the auditorium tent used for educational demonstrations and seating about 1,500 folks. The other is the exhibit tent housing the equipment of the manufacturers and local dealers.

Thirty-eight booths 9 feet wide and 7 feet deep are provided as shown in the plan on page 17. The rental for each booth is \$7.50, covering two evenings and one afternoon.

Note that a part of these booths are reserved by permanent exhibitors and will be used by local dealers representing them. Rental for these is paid by the manufacturers, and it is customary for the systems to bill them after the show is held.

When renting extra booths to dealers representing the permanent exhibitors (National manufacturers) it should be with the understanding that the dealers will join with the manufacturer in the reserved booths, the dealer's booth to be used for the display of other lines of electric appliances and electric-powered farm equipment.

You may be notified of additional permanent reservations.

All other booths must be rented by the superintendents. This is the Show's chief source of revenue, and enables it to meet its obligations. Deficits are paid from the 5-cent guarantee fund, an expense to all participating systems.

Any participating superintendent may rent booths and issue receipts. All rentals must be coordinated by the superintendent of the system on which the show is to be held. NO BOOTH RESERVATION should be made until rental is paid (except for permanent exhibitors).

Dealers within the area of the system on which the show is held are most easily sold. It is difficult to get dealers to haul exhibits more than 30 to 50 miles.

Booth rentals are held until the Show arrives. After approval by the Show management, the superintendent will pay local labor, foremen permanently connected with the Show, lumber rental (if any), cost of food for demonstrations, and other incidental expenses of the actual Show set-up and operation. Surplus funds are carried with the Show to meet possible deficits.

INSIDE BOOTH EQUIPMENT

The Show furnishes a canvas floor and background for all booths, as well as electrical outlets and energy. The exhibitors may erect their own backgrounds and divisions as long as they do not interfere with the normal flow of the crowd or DAMAGE THE TENT. (The tent is 7 feet high at the outside wall.)

REA INFORMATION BOOTH

This booth is just inside the entrance to the exhibit tent (see diagram page 17) and is the responsibility of the system on which the show is held and those participating. Valuable contacts with the members can be made by Directors and office personnel through this booth. Someone should be in the booth at all times during the show to register the members.

A sign carrying the name or names of participating systems should be prepared for mounting on the front of this booth. It is described on page 15.

OUTSIDE EXHIBIT SPACE

Much of the "midway" space (see page 18) has been reserved by trailers from the National manufacturers or distributors for the entire Show schedule. A part of it is permanently reserved for the REA educational trailers. Reservations in addition to those shown on page 18 may be sent to you. All rental fees are collected from permanent exhibitors by the Show for midway space.

A few outside spaces are available. No shelter is provided. The spaces front 20 feet on the midway and may be as deep as necessary; electrical energy and outlets are provided. The rental is \$5.00.

EXHIBITS MUST BE IN PLACE BY 4:00 P.M. OF THE FIRST DAY. THEY MUST REMAIN IN PLACE UNTIL THE CLOSE OF THE SECOND NIGHT SHOW. THEY MUST BE MOVED OUT BY 1:00 A.M. THE TENTS ARE LOWERED DURING THE NIGHT AND THE SHOW CAN NOT ASSUME RESPONSIBILITY FOR DAMAGE. UNDER NO CIRCUMSTANCES CAN AN EXHIBIT REMAIN UNTIL THE FOLLOWING MORNING.

COMPLETE THESE ARRANGEMENTS EARLY

WATER SUPPLY

An adequate water supply is important. Sanitary facilities, irrigation demonstrations, etc., will require from 3,000 to 4,000 gallons of water at each show stop. Unless there is an adequate well at the Show site in which one of the local dealers will install a demonstration pump, it will be necessary to haul water from the nearest supply. Such pump installation and piping must be completed the day before the Show arrives. Use at least 3/4-inch pipe for delivering water from the pump to the grounds.

Be sure the well is reliable and do NOT depend on a newly driven well. They have a habit of going dry when needed. A water tank of 500 to 1,000 gallons is needed for the Show. It should be mounted on a truck. Such a truck can often be obtained from city or county officials or farmers. If you can not get a tank truck for the two days, mount some sort of tank on a maintenance truck.

Arrange with city officials to use a fire hydrant to fill the tank truck; other methods are too slow. They should furnish you with a written permit, a wrench for the hydrant valve and a short piece of fire hose to fill the tank.

TRAFFIC FACILITIES

Notify the county and state highway officials of the Show dates so that they may be prepared to handle any traffic problems. Flares and caution signs on the approaches to the Show site entrances may eliminate accident dangers. Local authorities should be asked to police the Show site at night.

PARKING PLANS

Be sure your parking grounds are large enough. At least two people are needed to supervise parking so as to eliminate confusion and delays when the Show closes. In several cases Boy Scouts, NYA or similar organizations have given splendid help at no cost to the Show or systems.

RAIN OR HEAVY DUST

These may be avoided to some extent by selecting a good Show site. In case of rain or dust the Show ABSOLUTELY will need sawdust for the walkways on the Show site. At least 150 cubic feet will be needed. In addition, straw, gravel, or sand should be available for the entrances so cars can get in and out of the grounds.

ROAD AND SHOW-SITE MARKERS

Be sure to mark the Show site as soon as arrangements are completed for its use. A design is suggested on page 15. Hang a transformer and light the sign as suggested on page 12. Road markers will encourage folks to come to the Show. These should be placed at road and street intersections as needed.

LABOR AND MATERIALS NEEDED

LUMBER

The following lumber is used for seats in the Auditorium Tent and Lunch Tent tables. It is NOT nailed or cut.

126 pieces 2x10 or 12 inches 14 or 16 feet long

30 pieces 1x12 " 14 feet long

The following pieces are nailed and cut:

8 pieces 2x4 inches 12 feet long

6 pieces 1x4 inches 12 feet long

All efforts and plans should be used to have this lumber DONATED. If necessary, have the lumber delivered a day early, but it must be ON HAND by 8:00 a.m. of the first day. Place the lumber as indicated in sketch on page 18, at least 150 feet from power pole marked "A" in substation location.

LABOR

Labor should be hired (30 cents an hour is suggested) on the basis of working until the job is DONE. They MUST be at the Show site on TIME.

First Day	-	10 men	7:00 a.m. (7 hours)	Putting up tents
		2 men	7:00 p.m. (3 hours)	Parking cars
		2 men	9:00 p.m. to 8:00 a.m.	Night watchmen
Second Day	-	2 men	7:00 p.m. (3 hours)	Parking cars
		4 men	8:00 p.m. (7 hours)	Lowering tents
		4 men	11:00 p.m. (4 hours)	Loading trucks

The night watchmen should not be paid more than \$3. ALL labor should be young, able-bodied, and strong, and WILLING to work. All of this labor, as well as 7 assistants carried with the Show, are paid from booth-rental funds. Try to keep costs low, and make sure the laborers are on TIME.

FEED GRINDING

Members living near the Show site will probably furnish this material without cost. It should be on the grounds NOT later than noon of the first day.

20 bushels of ear corn 5 bushels shelled corn

5 bushels of oats 1000 lbs. bound corn-stalks

500 lbs. bound sweet clover, alfalfa, or loose hay.

Like quantities of wheat, barley, rye, kaffir corn, or other local grains may be substituted for corn or oats. If sorghum crops are available, have heads, thrashed grain, and medium or small bundles of stalks on hand.

The Show will grind the quantities shown. Additional grains will be ground for members interested in electric grinding PROVIDED they furnish the grain and ALL necessary labor. Feed is ground to the fineness recommended by better feeding information.

Fifty little chicks, less than a week old, are needed at EACH stop for the brooder demonstration. A local hatchery should furnish them at no cost.

REA ALL-ELECTRIC LUNCH TENT

A feature of the Show is the fully equipped electric lunch tent. The equipment and tent are carried by the Show.

WHO SUPERVISES

The lunch tent is under the direct supervision of the Show Home Economist and her assistant. They will supervise the purchase of food, plan the menus, direct the preparation of the food, and pay all bills from the lunch tent revenue.

WHO OPERATES

One group of local women are selected by the system superintendent to operate the lunch tent. They should live within easy transportation distance (not more than 20 miles) of the Show site. REA Women's Clubs, Home Demonstration Clubs, Farm Bureau or Grange women, church groups, and others are frequently experienced in this activity.

The Show Home Economist will meet with the group the week day before the Show dates. The group should have available a list of places where candy, milk, ice cream, soft drinks, meats and groceries may be purchased wholesale.

OPERATION OF LUNCH TENT

At 11:00 a.m. of the first day the women should be ready to serve food. A few hours of experience, under the Show Home Economist, will enable the women to operate the electric roasters, hot plates, coffee makers, etc.; then they will assume full responsibility. A woman and a boy may be hired by the group (at \$2.00 to \$2.50 per day) for work in the lunch tent such as washing the dishes, carrying water, cleaning up grounds, etc. The women will be responsible for cleaning all equipment and leaving it in the condition in which it was furnished.

All labor by the group of women is to be donated.

DIVISION OF NET PROFIT

The net profit remaining after settlement on the last night of the Show will be divided equally (50-50) between the group and the Show. None of this money is to be used for any system expense.

The Show Home Economist and the women will settle all bills for food, drinks, laundry, labor, etc., before the division of the net profit.

REFRIGERATOR AND COOLERS

The system superintendent should arrange for an 8-cubic-foot electric refrigerator for the lunch tent, two ELECTRIC drink coolers, and one 4-hole ice cream cabinet, also electric. The final ordering of drinks and ice cream will be made by the Show Home Economist from those furnishing the equipment.

SYSTEM LINEMEN AND SUPPLIES

HOT LINES AND EQUIPMENT

UNDER NO CIRCUMSTANCES WILL THE REA FARM ELECTRIC EQUIPMENT SHOW PERSONNEL WORK WITH ENERGIZED PRIMARY LINE.

Linemen should study the layout for the Show site as shown on pages 19 and 20. These also give details on construction of feeder line and substation dead-end.

Be sure that the poles are set so as to utilize the best area for the tents and midway. Keep tents and midway on grass sod.

The Show carries its own substation (single phase 6900-7200v).

Linemen should be at the Show grounds at 7:00 a.m. of the first day to help set up the substation and put up the midway lights. They should also be at the Show site at 8:00 a.m. of the second and 7.00 a.m. of the third day. At least one capable lineman should be on the Show site at all times to handle electrical troubles.

Linemen should bring to the Show site the first morning, at 7:00 a.m.:

- 1 Ground Rod
- 6 House Knobs
- 6 5/8-x-10-inch bolts
- and maintenance-truck equipment.

FREE GIFTS

Sometimes the offer of "a free ¹⁰⁰~~25~~-watt lamp to every member" will break attendance records.

Every Show stop has had a number of free gifts to be distributed among the members. Some stops have even featured such gifts as an electric range, washing machine, refrigerator, etc. All of them have had electric irons, heating pads, floor lamps, mixers, water pumps, kitchen sinks, etc.

All of these gifts have been donated by the dealers, distributors and manufacturers. They have been distributed on the last night of the show among the members who have registered at the REA Information booth.

Each superintendent should collect as many free gifts as possible. When you leave the window card, hand-bills, or when you sell a booth, ask the dealer about a free gift. A gift on your lines is a good reference for the dealer. The dealers may display the gift in their windows with the window card and in their booths at the Show. Their names will be read at the Show.

Be sure that word gets out to the members about FREE GIFTS. In return for the participation of dealers, practically all systems have agreed to furnish them with an official registration, obtained in the Show registration booth, listing the appliances which the members expect to obtain in the next few months.

GETTING OUT A CROWD

A representative of the REA Information Service will visit at the system's office about 6 or 8 weeks in advance of the Show dates. He will discuss with the superintendent, utilization specialist and others, methods of increasing the attendance at the Farm Electric Equipment Show.

WEEKLY NEWS STORIES AND MATS

The information representative will supply the first of six weekly news stories. Others will be scheduled to reach the cooperative office in ample time for mailing each week. Blanks have been left in the stories for inserting local dates and other information. The superintendent should be careful to check the material in these releases to make sure that it fits the local situation. He should add local material when possible.

These stories are to be dated for release to all newspapers in or adjacent to the system area, on Wednesday or Thursday. They should be mailed by the cooperative the Saturday previous to the release date.

INVITATIONS TO MEMBERS

Sample copies of invitation letters will be supplied by the information representative. Two are suggested.

1. A letter of invitation, signed by the President of the Board, should be mailed to reach the members the THIRD weekend before the Show.

2. A second invitation, signed by the superintendent, should be mailed to reach the membership the weekend before the Show. The invitation with a mailing date near that of your own news-letter may be included (and should be) as a part of it. Samples of such news-letters will be left by the information representative.

REA INVITATION TO MEMBERS

An Invitation letter from REA, signed by the Administrator, will be made available for all your members and prospects. The letter and envelopes will come to you in bulk. They will reach you in time for addressing and stuffing to be mailed to reach the membership the SECOND weekend before the Show. These invitations are carried in Government franked envelopes. They MUST be mailed by a Federal employee either of REA or your County Agent or Home Demonstration Agent.

WINDOW CARDS

REA has arranged to supply at cost as many window cards as can be placed effectively, usually about 100. Place the cards where rural people can see them: in the extension agents' offices, at rural stores and schools, in bank windows, at electrical dealers and grocery stores, at corner filling stations, and, of course, in the system's office. They can be taped or glued in the door panels of your trucks and cars.

Your local printer will put in the dates and location of your Show.

NEWS-LETTER

Just as soon as you know that the REA Farm Electric Equipment Show is to visit your system, start telling the membership about it in their news-letter.

You may devote almost one full issue to the Show, and it may take the place of one of the invitation letters, which should be a part of the issue.

If you do not have a news letter for your membership, the Show offers an excellent opportunity to start one. The REA information representative and the Information Division of REA in Washington will be glad to help with starting your news-letter.

RADIO CONTACTS

Frequently time can be obtained from local radio stations for calling attention to the REA Farm Electric Equipment Show. We do not recommend that radio time be purchased. However, where early morning programs, market reports, farm and home hours exist, or where Extension Service agents or REA Co-op personnel have radio programs, it is possible to get some free time. The local Extension Agents can help. This may be just a short "spot" announcement or may run for 15 minutes or even a half-hour as an interview.

Three spot announcements and a 15-minute script are a part of the kit furnished each superintendent. All of this is designed for use during the 6 or 7 days preceding the Show. Please fill in and localize as extensively as possible. More complete aid may be obtained by writing Radio Unit, REA, Washington.

VOCATIONAL CLASSES AND 4-H CLUBS

Be sure to extend a personal invitation to all vocational teachers and 4-H Club leaders in the system area. Frequently some of the Cooperative's board members are also members of the School Boards; through them it is possible to get the use of school buses. They may also work on contacts with the county school superintendent to declare an REA holiday for the children of members and interested classes.

FARM ORGANIZATIONS

Every organized group of farm people in the system area should be extended an invitation to visit the Show. The President of the system can extend this invitation through the president of the invited group. It should be written and mailed in time for them to

announce it at their monthly meeting. Included in such groups are the Farm Bureau, Grange, Farmers' Union, Production Credit Association and other FCA affiliates, Home Demonstration Clubs, etc.

ADDING IDEAS

All of these ideas have come from experience. They have been tried and have worked. You may have some just as good. Add them to the list and be sure and send them to the REA Information Service in Washington. We'll pass them on to other superintendents.

WORK TO BE DONE

HAND-BILLS

You may mimeograph these in your office, or have them printed. The printed hand-bills, on colored newspaper stock, have more eye appeal and cost from \$2.50 to \$3.00 per thousand when ordered in lots of 5,000. You should leave 25 to 50 of the hand-bills every place you leave a window card, and have plenty extra on hand to supply depleted stocks. Maybe the County Agent would mail one of these with a letter to all farmers in his county.

RUBBER STAMP

A rubber stamp 1 x 3 inches will not cost more than \$1.50 or \$2.00, and it could be used on every piece of mail that goes out of the Cooperative's office. This size will fit on the end of a 1-cent postal card. A suggested design will be found on page 16 of this manual.

SHOW-SITE MARKER

You should be able to read this marker regardless of which direction you may be going on the road past the Show site. It may be made of wood with the lettering on both sides and erected at RIGHT angles to the highway, or it may be a cloth banner lettered on both sides and hung, if permitted, across the highway. On page 16 we have suggested a design for both the wooden sign and the cloth banner.

WINDSHIELD OR WINDOW STICKERS

REA has arranged to have a large supply of windshield stickers made. Most States will allow these to be placed on automobile windshields, but it is safer to ask and see whether your State approves. They are about 4x10 inches in size. On the outside they should carry "REA FARM ELECTRIC EQUIPMENT SHOW." Underneath, the dates of your Show may be printed in large type and the name of the Cooperative in small type by a local printer after you obtain your supply from the advance publicity man.

ROAD MARKERS AND BUMPER CARDS (Get permission from Highway Dept.)

For folks living some distance from the Show site and not well acquainted with it, road markers will be helpful. If your show is

between two or three well-known towns, you will need enough markers to guide the members through each of the towns and to the Show site. All main highway junctions should be marked. The advance publicity man will supply you with sufficient road markers for your show. BUMPER CARDS serve two purposes because they are used for road markers. By pooling the orders for an entire schedule, some reduction in cost is made. These will be supplied at cost and paid from the 10-cent system publicity fund.

NOTE: The above three items will be supplied to the systems by the REA advance publicity representative, at cost.

NEWSPAPER PARTICIPATION

Fill in as much data as possible on this form. The day before the show opens have your secretary prepare three copies. Keep one copy for your file and give two copies to the REA Farm Electric Equipment Show management.

PAPERS MAILED SERIES OF WEEKLY NEWS STORIES

<u>Name of Paper</u>	<u>Name of Editor</u>	<u>Circulation</u>	<u>Address</u>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			

What papers issued a "Special Edition" on the Show?

How many copies were mailed? _____ Did it cover Membership? _____

Did the dealers advertise? _____ How many took space? _____

What did you think of the Special Edition, and did the Members like it? _____

If you or the editors have any extra copies of your special editions, please send them to REA Information Service, Washington, D. C.

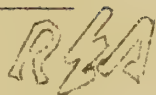
REA System Designation _____

DEALER PARTICIPATION

List below ALL the dealers in your system area. Indicate which dealers took space for the REA show, and those who advertised in the special edition. Have your secretary make THREE copies the day before the Show opens. Keep one for your file and give two to the REA Farm Electric Equipment Show management.

<u>Name</u>	<u>Address</u>	<u>Type of Equipment</u>	<u>Purchased Advt.</u>	<u>Rented Booth</u>	<u>Name Gift</u>
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					
21.					
22.					

PROGRAM



FARM ELECTRIC EQUIPMENT SHOW

(NAME OF SHOW SITE)

(HIGHWAY NUMBER)

(DATES)

(Monday or Thursday) Night - (Month and Date)

- 7:00 Open House; Visit the Exhibits.
- 8:00 Introduction. (Operations Representative), REA
- 8:05 Welcome (name), President
- 8:10 Purpose of REA Farm Equipment Show. D. W. Teare, REA
- 8:25 Lighting the Farm Home. . (Home Electrification Spec.), REA
- 8:40 Magic Lighting. REA
- 9:10 Electricity in Poultry Production .(name), Ext. Poultryman.
- 9:30 Sound Movies. (Title)
- 10:30 Inspection of the Exhibits. Until 11:00

(Tuesday or Friday) Morning - (Month and Date)

*Program for Vocational Students and 4-H Club Members

- 10:00 General Assembly in the Demonstration Tent.
- 10:10 For the Girls - Electricity in the Home (name)
- For the Boys - Electricity on the Farm (name)
- 11:00 Open House - Inspection of the Exhibits

*(Teachers and leaders must accompany their groups throughout the entire tour of the demonstrations.)

(Tuesday or Friday) Afternoon - (Month and Date)

- 1:30 The Program (Operations Representative), REA
- 1:35 Automatic Water Supply. REA
- 2:00 A Home Bathroom Plan. REA

For the Women

- 2:15 "This is the Way We Wash our Clothes" REA
- 2:35 Saving steps in the Kitchen (name), Ext. Service
- 2:55 Cooking with Plug-in-Appliances . . (Home Elect. Spec.), REA

For the Men

- 2:15 Electric Feed Grinding at Home. Extension
- 2:45 How Electricity Builds Dairy Income Service
- 3:00 Benefits of Electricity in Poultry Production . . and
- 3:15 Electric Helps in General Farming REA Show
- 3:45 Using Electricity for Fruits and Vegetables . . . Personnel
- 4:30 Inspection of Farm Equipment Exhibits

(Tuesday or Friday) Night - (Month and Date)

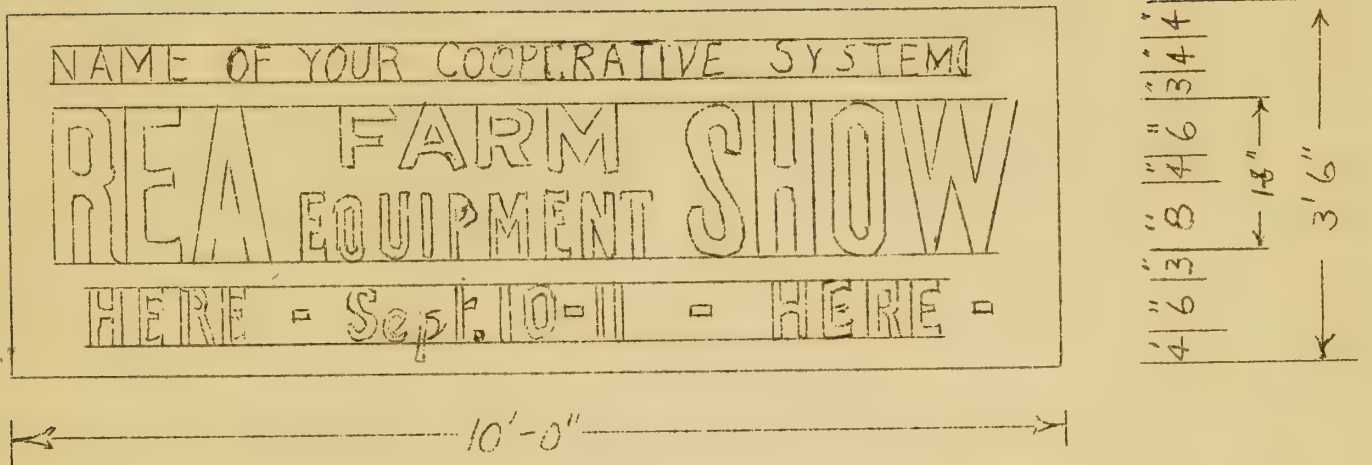
- 7:00 Open House - Visit the Exhibits
- 8:00 What's Coming (Operations Representative), REA
- 8:05 Electricity Pays Its Way. D. W. Teare, REA
- 8:40 Championship Cooking Duel Between Local Experts
- 9:10 Ingenious Uses of Electricity REA
- 9:30 Distribution of Awards. (Project Manager)

(Name of the Electric Cooperative). (Address)

SHOW SITE MARKER

Put it up as soon as you know the location -

DESIGN



DETAILS

Background should be white

"REA Farm Equipment Show" should be in red.

Rest of lettering should be black or very dark blue.

Your local sign painter will probably give you a good price.

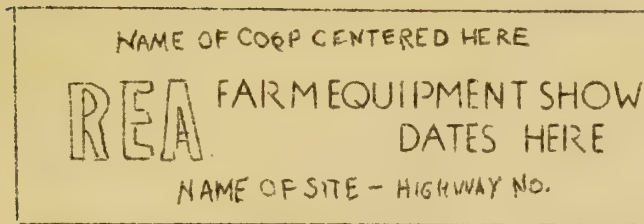
Remember - It should be painted on both sides of a plywood panel, placed at right angles to the highway.

LIGHTING

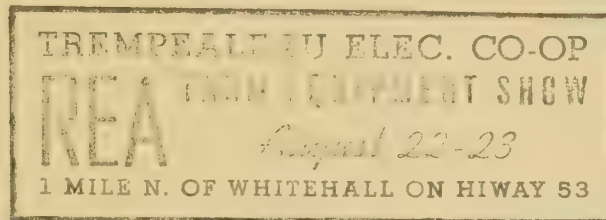
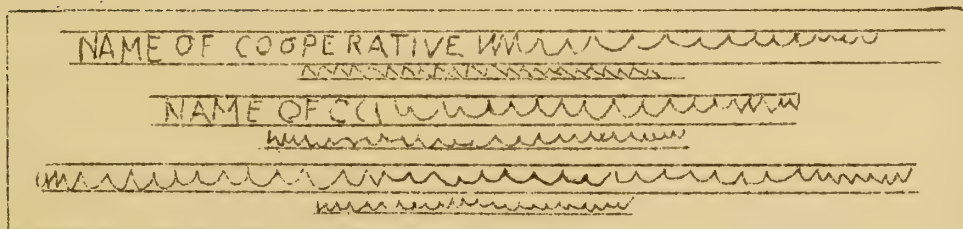
As suggested in the manual, you will want to hang a transformer to light the entrance and exit to the show grounds. Why not hang this transformer when you put up this sign and keep it lighted every night until the show is over?

SUGGESTION

If your Show ground is off the main traveled highway, you may want a similar sign - with a directing arrow - placed at the highway intersection. You'll not need one on the exact site then.

RUBBER STAMP

This is the exact size for a RUBBER STAMP, 1 by 3 inches. The REA should be 36-point type. The top line (name of cooperative) 10-point type. The next two lines (Farm Equipment Show - Dates) should be 14-point type. The last line (name of site - highway no.) should be 10-point type.

CLOTH SIGN FOR REA INFORMATION BOOTH

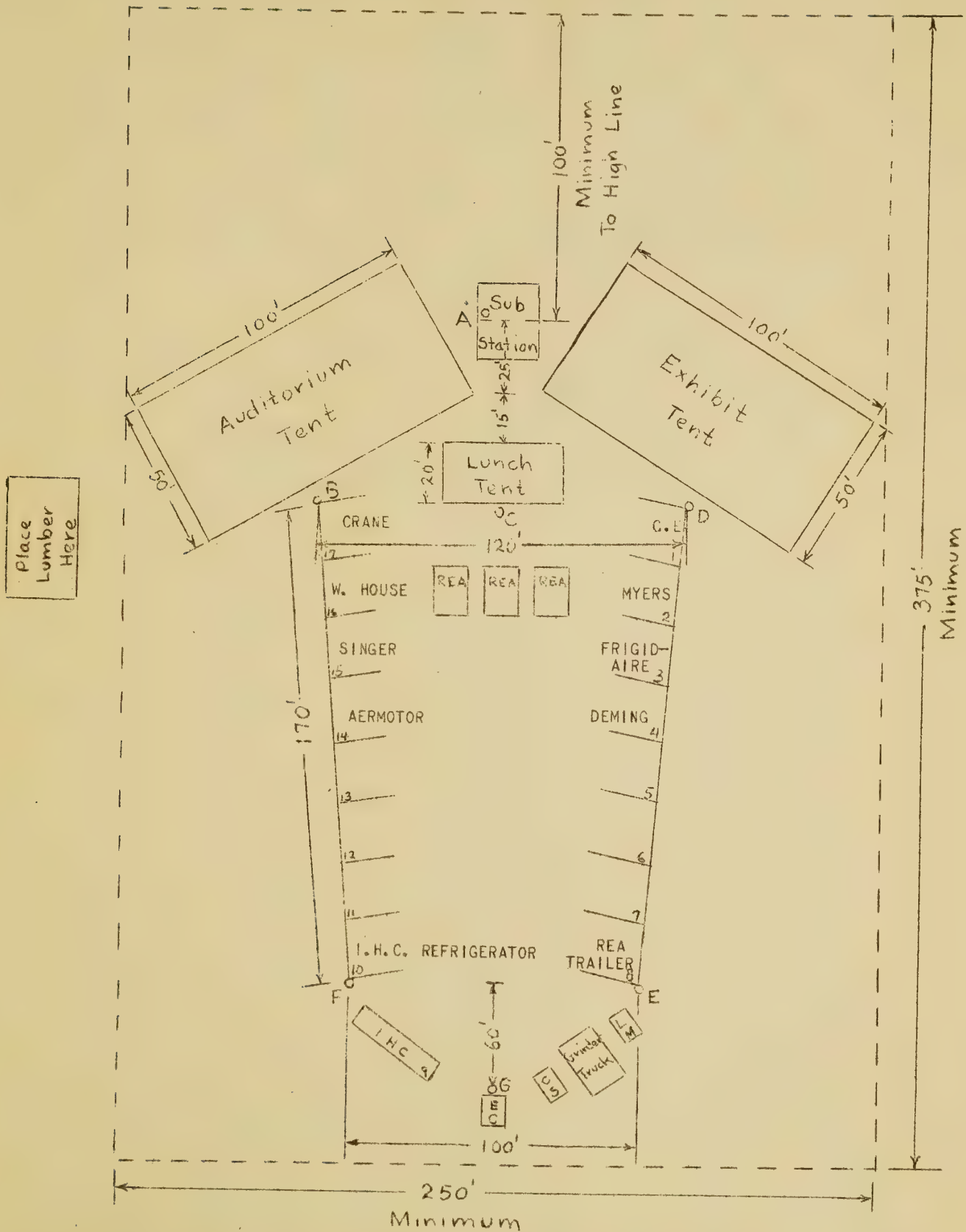
This ought to be a white cloth sign 9 feet long. The names of the cooperatives should be centered and in $2\frac{1}{2}$ -inch letters. Letters to be black on white. Allow 4 to 6-inch margin at top. This should be followed 1 inch lower by the name of the cooperative's superintendent in $1\frac{1}{2}$ -inch letters. The design here shows three participating cooperatives and would run 2 feet by 9 feet. Naturally, your sign must be designed according to the number participating. Have it ready when the Show arrives.

Storage	1	RESERVED 2	FOR MONTGOMERY WARD 3	4	ENTRANCE			5	6	7	8	Storage							
25	<div>AREA</div> <div>INFORMATION BOOTH</div>												9						
24													10						
23													11						
<div>Reserved for 26 General Electric</div> <div>Reserved for 27 General Electric</div> <div>Reserved for 28 General Electric</div> <div>Reserved for 29 General Electric</div> <div>Reserved for 30 Frigidaire</div> <div>Reserved for 31 Frigidaire</div> <div>Reserved for 32 Westinghouse</div> <div>Reserved for 33 Westinghouse</div> <div>Reserved for 34 Westinghouse</div> <div>Reserved for 35 Singer Co.</div> <div>Reserved for 36 Singer Co.</div> <div>Reserved for 37 Crane Co.</div> <div>Reserved for 38 Crane Co.</div>													12						
<div>Reserved for 16</div> <div>Reserved for 17 Hot Point</div> <div>Reserved for 18</div>													13	14	15	16	17	18	Storage

EXHIBIT TENT BOOTH PLAN

Booths are 9' wide and 7' deep. The booths reserved for Manufacturers will be shared with their cooperating dealers. When renting booths to dealers handling these lines it should be with the understanding that they will join the manufacturer in the reserved booths and that their own booth will be used for other lines of electric appliances and farm equipment.

FARM EQUIPMENT TOUR GROUND LAYOUT



1. A-35' POLE, 6900 TO 7200 VOLT SERVICE FROM MAIN LINE.
2. B,C,D,E,F-BARE 35' POLES
3. POLE-A-OFFSET 5' FROM CENTER LINE
4. MAIN SERVICE WIRES MUST NOT CROSS TENTS
5. DISTANCE A TO C, 60'

GROUND LAYOUT FOR LINEMANS USE

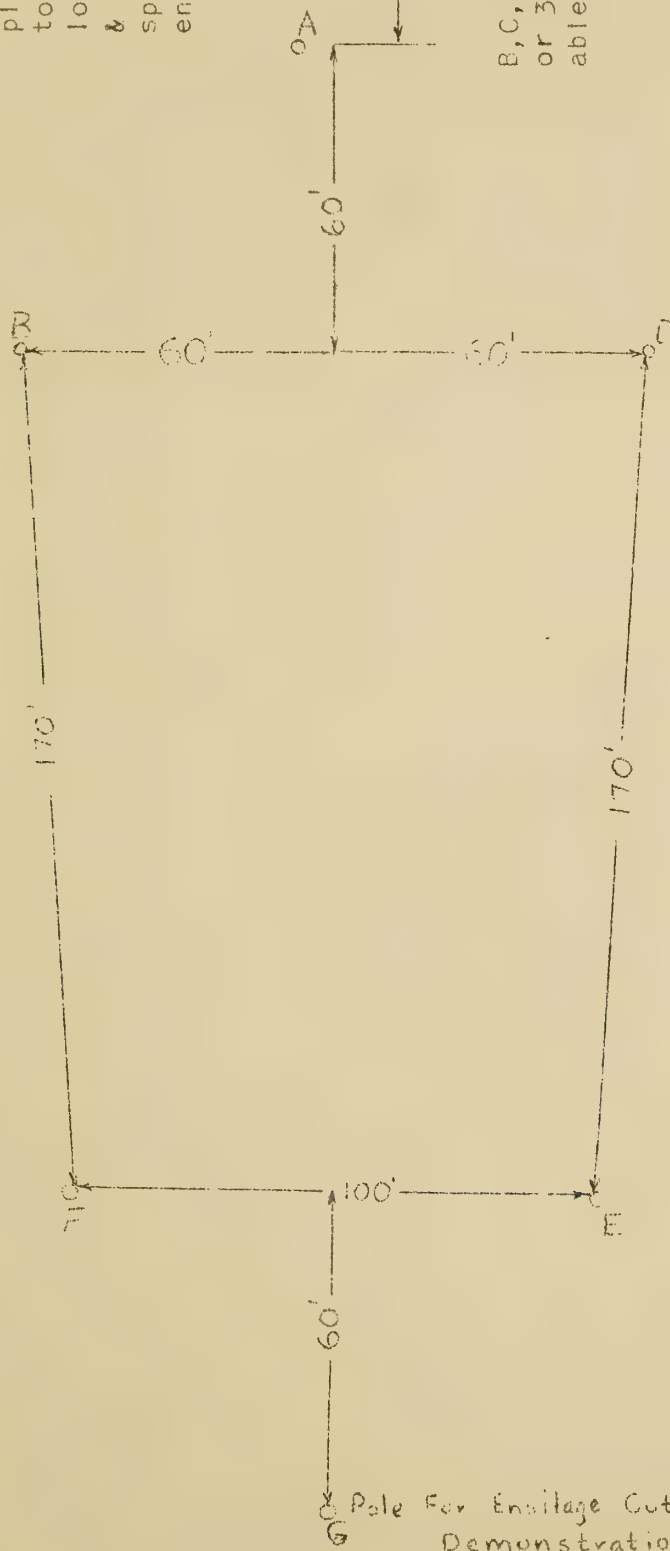
Pole	Assembly
A---	(see detail) Sketch E
B---	1--J3-3
C---	2--J3-5(B to B)
D---	1--J3-3
E---	1--J3-3
F---	2--J3-5 (against strain)
G---	Bare Pole

All secondary assemblies are placed 1 foot below top of pole to carry one wire (2 cond). in loop manner around poles B,C,D,E & F. There are two circuits splitting on C and double dead ending on F.

Sub-station Pole (see Detail) offset 5 feet from center line

Minimum To High Line 100'

B,C,D,E,F & G are to be 25' -6 or 35' -6 if first not available.

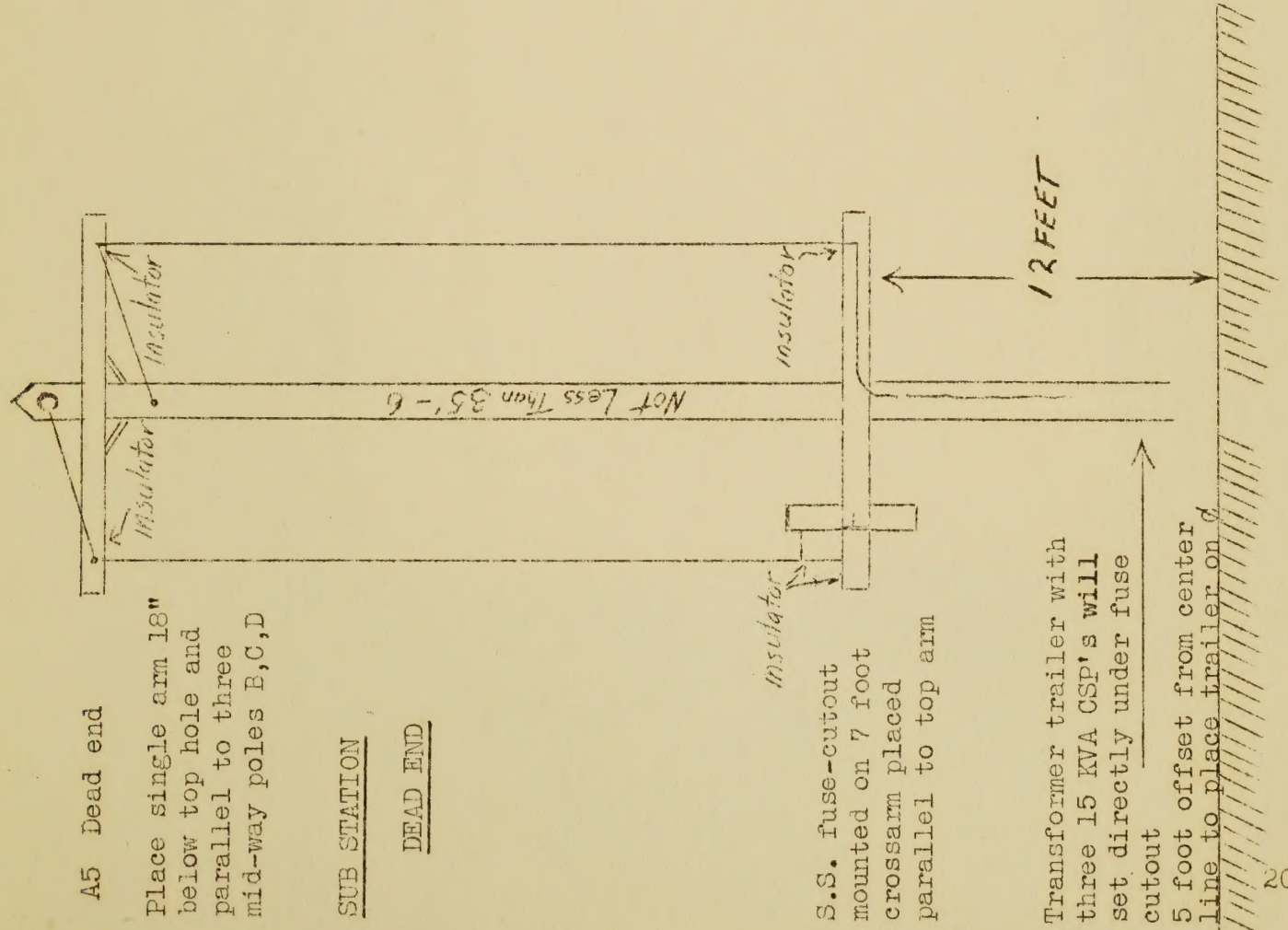


A5 Dead end

Place single arm 18"
below top hole and
parallel to three
mid-way poles B,C,D

SUB STATION

DEAD END



HARDWARE

- 1--358-6 pole *
- 2--Standard 7 foot crossarms with necessary thru bolts & braces
- 1--set of insulator bells
- 1--Neutral dead end assembly
- 4--6900V crossarm pins and insulators
- 1--S.S. fuse cutout supply 10-amp fuse links
- 1--Guy assembly**

Necessary #6 W.P. and #6 S.D. Cu.
Also supply two 8-foot Cwld. ground rods
to be set on arrival

Use 35'-6 poles when possible

Guy pole if last span is over 200 feet

NOTE** NO POWER LINE IS TO CROSS THE MAIN
TENT LOCATIONS OR THE MIDWAY. LAY
OUT YOUR GROUNDS AND SET YOUR POLES
ACCORDINGLY

Transformer trailer with
three 15 KVA CSP's will
set directly under fuse
cutout

5 foot offset from center
line to place trailer on

U.S. Rural electrification admin.
REA electric farm equipment show
The system's part. 1941.

Date

Borrower's name

